



Health and wellbeing coaches (HWBC)

What is a HWBC?

- Supports a caseload of patients with **behaviour change** where the individual's behaviour is affecting their health & wellbeing
- Works with patients who have or are at risk of developing a **long term condition** (LTC) or have other physical and/or mental health needs
- Focuses on **improving health related outcomes** by working with patients to set personalised goals, based on what matters to them
- Help patients to increase their **intrinsic motivation for change**
- Takes a **holistic, person-centred approach**
- Support patients to increase **self-efficacy, motivation** and commitment to make **changes to their lifestyle or behaviour** and improve their health
- Uses **coaching skills and motivational interviewing** techniques, instead of being directive or advice giving
- Sees patients for a series of appointments and offers support and accountability to enable patients to progress towards their goals
- Receive referrals from primary care and beyond, including self-referral
- Increases a patient's knowledge, skills and **confidence in managing their own condition**
- Can support patients to achieve their health related goals including physical activity, diet, weight management, or other health and wellbeing goals, ultimately increasing **patient satisfaction and quality of life**

Unique contribution of a HWBC

- Addresses **issues around behaviour** that affect people's health & wellbeing, which GPs may not have the time to support patients with
- **Specialists in behaviour change**. Can target help to those who have struggled in the past to make consistent change or those with low activation
- Enables patients to develop self awareness and motivation to improve their health, **promoting self care and prevention**
- Key driver in patients accessing prevention and health management programmes
- Helps to free up clinical capacity by working with patients who require more in depth support
- Supports people for an average of **6 x 45min** sessions, depending on the support the person needs

What support do HWBCs need?

- Three types of **supervision**: clinical supervision, line management, coaching supervision from a qualified coaching supervisor
- **Peer support networks, webinars and shared learning**: opportunities to join local & National HWBC networks, capacity and time to attend webinars and support sessions every 2-4 weeks
- Meetings with the **other personalised care roles to collaborate** on caseloads (social prescribing link workers, health and wellbeing coaches & care coordinators) in their local area
- Included in **MDT (Multi-Disciplinary Team)** meetings
- Opportunities for **reflective practice**
- Continued Professional Development (CPD)
- [Resources and support for new HWBCs](#)

[Find out more about health and wellbeing coaches here](#)

Who is the right person for the role?

Skills and attributes

- Excellent communicator and influencer (can build rapport quickly)
- Empathetic, understanding, kind, reflective
- Recognises what matters to people rather than what's the matter with them
- Non-judgmental and self aware
- Commitment to continuous learning & development
- Enthusiastic & self-motivated
- Values collaboration & good working relationships
- Consistently thinks about how their work can help and support clinicians and frontline staff deliver better outcomes for patients

Useful Experience

- Coaching or counselling qualification or experience or motivational interviewing
- Understanding of the biopsychosocial model of health and the social determinants of health
- Group health coaching / facilitation

Employing HWBCs

- [Up to Band 5 AfC : Network Contract DES 2022/23](#)
- Pay should reflect seniority and specialism, which may involve topping up ARRs reimbursement
- [HWBC Workforce Development Framework](#)

What training do HWBCs need?

- 4 day PCI Accredited Health and Wellbeing Coach Training
- Personalised Care (e-learning, in person) - [Personalised Care Institute \(PCI\)](#)
- How to communicate and support patients e.g. difficult conversations, shared decision making, mental health first aid
- Local induction to the PCN: promote good working relationships with PCN & external agencies
- Electronic health systems and patient data
- Induction to MDT working & range of roles